



MISSION ADVANCEMENT INITIATIVES

Business Advisory Council

June 28, 2019



ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

PREVIOUS ACTION

No previous action on this topic.

BACKGROUND

The division of External Engagement and Public Affairs will support the Business Advisory Council with the focus areas that were established and approved for 2019:

- Advocacy and outreach for federal, state and local priorities**
- Public Engagement (including areas of Environmental Justice)**
- Reestablishing relationships with local officials and legislative representatives, and community sector.**

BACKGROUND

An External Affairs Operating model has been developed to focus on several areas built around:

- **Roles and responsibilities**
- **Leadership**
- **Organizational structure**
- **Communications, advocacy, public engagement and efforts to build stronger stakeholders relationships**

BACKGROUND

The goals of this recommendation are to create a platform where:

- Narrative and strategic messaging will be advanced through dialogued, content messaging;
- Used to inform and influence the Agency's views, roles and responsibilities as an MPO;
- Grow our stakeholder audience and create a following to increase NOACA's exposure and relationship building throughout the region.



BACKGROUND

Requesting the Business Advisory Council to develop a working committee to assist NOACA with devising a plan of action to:

- 1) Discuss how the BAC will help NOACA connect to the business community and private sector;**
- 2) Provide direction to facilitate ongoing engagements;**
- 3) Elevate our position and priorities.**





BRAINSTORMING



LOCATION

**NOACA Offices
Conference Call**

GOALS

HAVE A PURPOSE

LEVERAGE OUR NETWORK

MAINTAIN ONGOING COMMUNICATION





PROVIDES GUIDANCE AND SUPPORT

BRIDGE NEW IDEAS AND STRATEGIC INITIATIVES

PROVIDES STRONGER LINK WITH BOTH LOCAL AND NATIONAL COMMUNITIES

BUILD PARTNERSHIPS

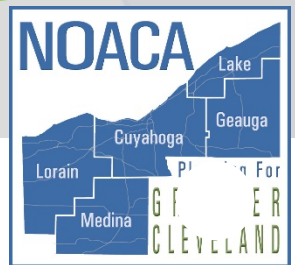
Support Legislative Needs



Help NOACA deliver mission and strategic plans to their network



Create Opportunities for partnerships



FINANCIAL IMPACT

There are no financial impacts.

NEXT STEPS



July

MEETING
IN PROGRESS

**BAC Working
Meeting**

August



**Set Agenda for BAC
Discussions**

September



**Leverage
Network/Introduce
Detail Plan**

October



**Ongoing
Communications/
An Event to Support
Agenda/Plan**

DISCUSSION



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

